GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:7389
ANSWERED ON:12.05.2000
EPISODES OF SERIALS ON D.D.
SADASHIVRAO DADOBA MANDLIK

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the maximum number of episodes allowed to a serial on the Doordarshan;

(b) the names of serials which have been allowed more than 300 episodes and the reasons therefor;

(c) the revenue earned through advertisements during 1999-2000, serial-wise; and

(d) the number of episodes allowed to Mahabharta and Ramayana; and

(e) the details of new serials based on historical events which are proposed to be started during the current year?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH DEPARTMENT OF DISINVESTMENT

(SHRI ARUN JAITLEY)

(a): From the recent past, Doordarshan has started allotting 26 episodes initially to each weekly serial and 100 episodes to daily soaps. Extensions are granted on the basis of production quality, commercial earnings, TRP ratings (popularity), past performance of the serial and the payment due to Doordarshan. There is no maximum restriction on the number of episodes if the above criteria are met.

(b): The information is being collected and will be laid on the Table of the House.

(c): Details are annexed.

(d): Mahabharat and Ramayana have been telecast for 93 episodes and 104 episodes respectively on DD-1. Repeat telecast of Mahabharat was allowed for 94 episodes on DD-2. Ramayana was not telecast on DD-2.

(e): No new serial on historical events has been proposed during the current year. However, `Maharana Pratap`, a historical serial, is slated to be rescheduled during the year.